

Message Text

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E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: ADS REQUEST FOR CLAIROL APPLIANCE DIVISION,

345 PARK AVENUE, NEW YORK, N.Y.10022

REF : COMMERCE CD-144, 5/25/78

OF THE TWENTY FIRMS THAT THE EMBASSY CONTACTED, THE FOLLOWING FOUR HAVE EXPRESSED INTEREST IN CLAIROL'S PROPOSAL:

1. SRI SIAM BEAUTY LTD. PARTNERSHIP

25 RAJADAMRI ROAD

BANGKOK 5, THAILAND

CONTACT: MR. CHALERM NARUNATWANICH, MANAGER

PHONE: 2526917

COMMENT: FIRM IS ONE OF THE LEADING DISTRIBUTORS OF BEAUTY SALON EQUIPMENT IMPORTED BY A LOCAL FIRM. IT PLANS TO IMPORT ON ITS OWN ACCOUNT AND IS VERY INTERESTED IN CLAIROL'S HAIR CARE PRODUCTS. MR. CHALERM SAID THAT HE WOULD APPRECIATE RECEIVING MORE DETAILS AND EXPORT PRICES FROM CLAIROL AND THAT HE WOULD LIKE TO ORDER ONE SAMPLE SET OF HAIR STYLING DRYER OF 1000 WATTS.

2. INTER IMPEX CO.LTD.

1/2 SUKHUMVIT SOI 51

BANGKOK 11, THAILAND

CONTACT: MR. THAWEE SUNTHONPOJ, MANAGER

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PHONE: 3919770

COMMENT: FIRM WAS ESTABLISHED IN 1975 TO OPERATE AS IMPORTER AND DISTRIBUTOR OF PROFESSIONAL TYPE HAIR DRYERS, BRUSHES AND MANICURING EQUIPMENT. THESE PRODUCTS ARE PRESENTLY IMPORTED FROM SWITZERLAND, WEST GERMANY, FRANCE AND HONG KONG. INTER IMPEX IS INTERESTED IN CHAIROL'S HAIR DRYERS, HAIR SETTERS, SKIN CLEANSING AND CONDITIONING SYSTEM, AUTOMATIC MOISTURE/MASSAGERS AND CURLING

IRONS. MR. THAWEE IS OF THE OPINION THAT THERE IS A MARKET FOR HAIR CARE PRODUCTS OF GOOD QUALITY AND REASONABLE PRICES. HE STATED THAT HE HAS BEEN LOOKING FOR MORE PRODUCTS IN THIS FIELD, AND THAT HE WOULD BE PLEASED TO OBTAIN MORE DETAILS AND EXPORT PRICES FROM CLAIROL.

3. CENTRAL DEPARTMENT STORE
306 SILOM ROAD
BANGKOK 5, THAILAND
CONTACT: MR. SUTHIKIAT CHIRATHIWAT, DEPARTMENT MANAGER
PHONE: 2336930
COMMENT: FIRM WAS FOUNDED IN 1947 AND CURRENTLY OPERATES THE LARGEST DEPARTMENT STORE CHAIN IN BANGKOK. IT OWNS FOUR STORES LOCATED IN DIFFERENT SHOPPING AREAS OF BANGKOK AND PLANS TO OPEN MORE STORES IN THE NEAR FUTURE. FIRM IMPORTS CONSUMER PRODUCTS FOR SALES AT ITS OWN STORES AND FOR WHOLESALE DISTRIBUTION AS WELL. MR. SUTHIKIAT INFORMED THE EMBASSY THAT HE WOULD CONSIDER CLAIROL'S PROPOSAL.

4. ROUX SEREECHAI CO., LTD.
496/21-22 PETCHBURI ROAD
OPPOSITE METRO THEATER
BANGKOK 4, THAILAND
CONTACT: MR. NARONG SOMBOONSAKDIKUL, PRESIDENT
PHONE: 2822841 AND 2823779

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COMMENT: FIRM WAS ESTABLISHED IN 1974 TO OPERATE AS IMPORTER AND DISTRIBUTOR OF BEAUTY SALON EQUIPMENT. CURRENTLY, IT REPRESENTS CONTINENTAL CONAIR OF HONG KONG, COSTEL S.P.A. AND NOUVA DONATELLA OF ITALY FOR THE DISTRIBUTION OF HAIR DRYERS. IT IS CLOSELY AFFILIATED WITH JUST MODERN THAILAND COMPANY, A LOCAL WELL-KNOWN MANUFACTURER OF HAIR CARE COSMETICS.

MR. NARONG STATED THAT HE WOULD BE PLEASED TO REPRESENT CLAIROL IF CLAIROL WOULD AGREE TO COOPERATE.

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